

ORDER



Orders

Order / Rev: 714487

Alt Order #: 06321001

Product Desc: AMERICAN CROSSROADS

Estimate: 1017

Flight Dates: 09/22/12 - 09/25/12

Original Date / Rev: 09/18/12 / 09/18/12

Order Type: Political

Primary AE: Aaron Ashe

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Crossroads Media/ POL

Buying Contact: Michelle Santuoso

Billing Contact:

66 Canal Center Plaza Suite 500

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: American Crossroads

Demographic: A35+

Product Codes: IS-Candidate/Presidential,IS-Candidate/

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	3	\$36,000.00	\$30,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$36,000.00	\$30,600.00	0.00
Totals	3	\$36,000.00	\$30,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	09/22/12	09/22/12	NCAA Football Pre-Game	CM	NCAA Football Pre-Game	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
COLLEGE FBALL TDAY '12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S-		1		\$2,000.00		0.00					
E 2	WTSP	09/23/12	09/23/12	Sun Prime A	CM	7-8p	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	-----S		1		\$14,000.00		0.00					
E 3	WTSP	09/25/12	09/25/12	Tue Prime A	CM	Tue 8-9p	-T-----	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/24/12	09/30/12	-T-----		1		\$20,000.00		0.00					
													Totals	3	\$36,000.00